FIG. 1a

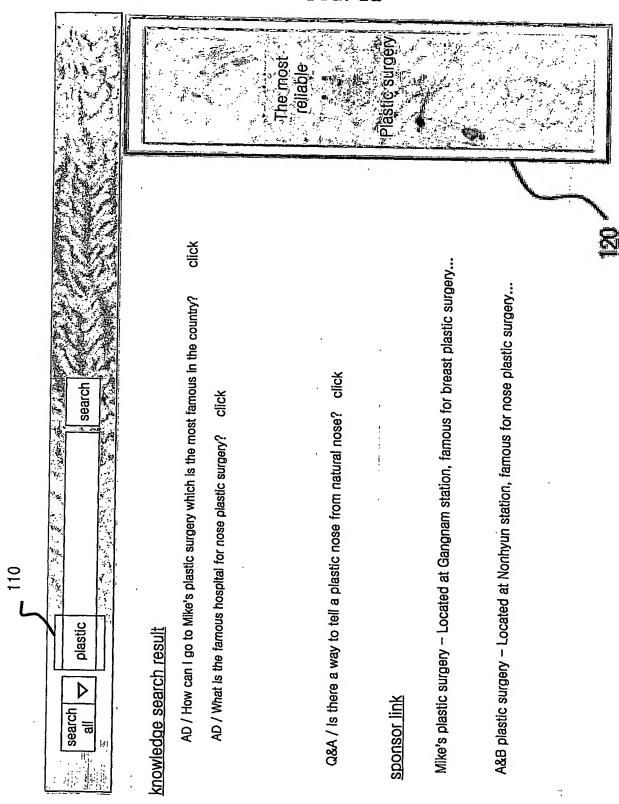


FIG. 1b

Banner advertisement

When a specific keyword is searched, a banner which you registered to a search engine will be shown to users,

Question guide advertisement

According to a keyword selected, a question guide which you registered to a search engine will be shown to users as a search result.

Sponsor link

On the top of a directory search result, a search result to a keyword selected will be shown to users without moving to another location.

Directory banner advertisement

When a specific directory is searched, a banner which you registered to a search engine will be shown to users.

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FIG. 2

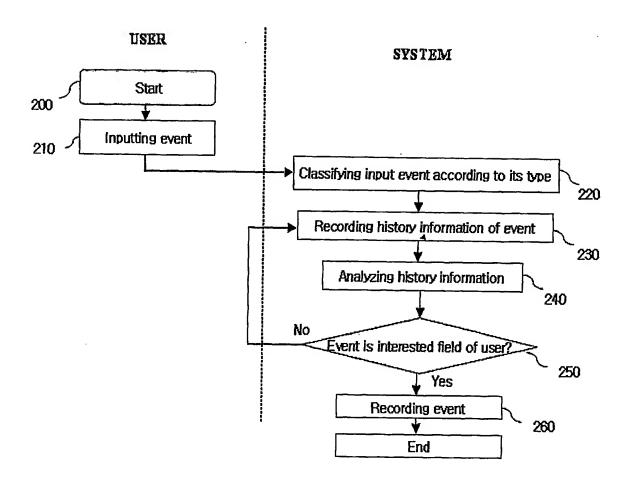
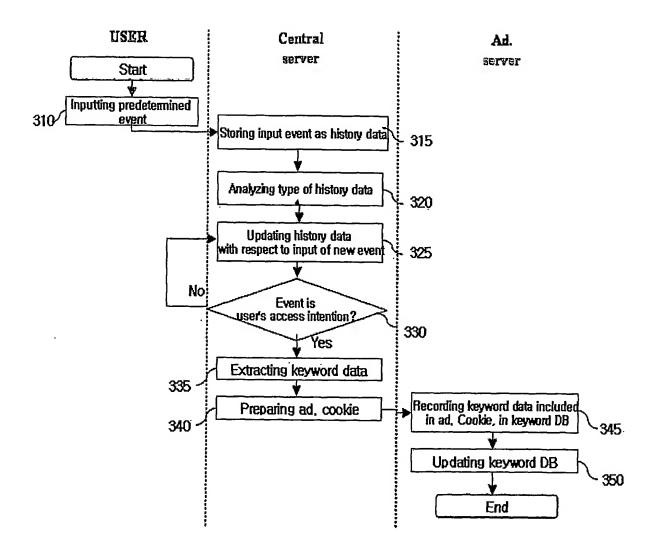


FIG. 3



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FIG. 4

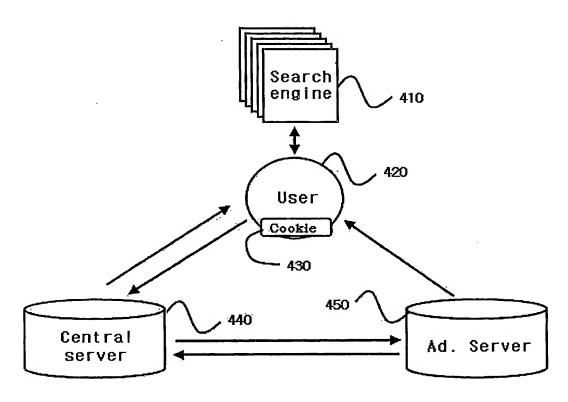


FIG. 5

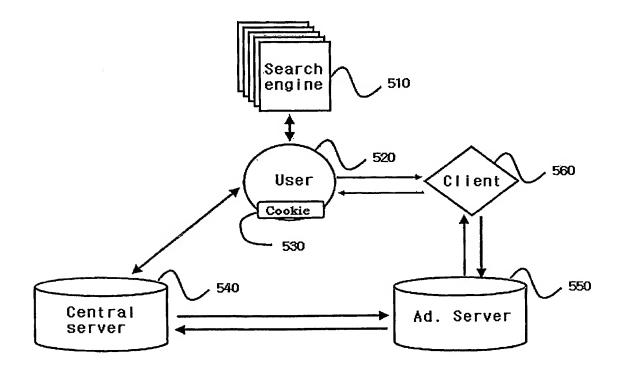


FIG. 6

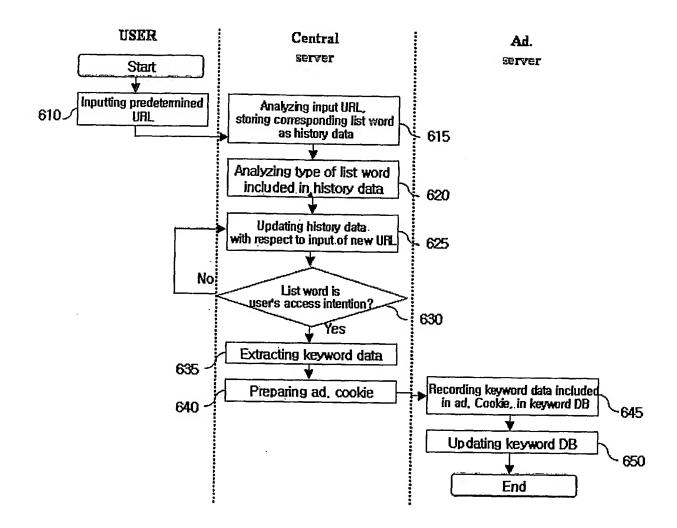


FIG. 7a

Keyword plus banner advertisement

- When a user who has searched a specific keyword searches another keyword, a banner which you resistered to a search engine will be repeatedly shown to the user.
- Since an ad. banner is repeatedly shown to a user, the user need to see the ad. Banner at all times.

FIG. 7b

Keyword plus banner advertisement

Flower delivery Purchase completed 2002-04-07~ 428,000 32,000 2002-07-08 Flower service Purchase completed 2002-04-07~ 150,000 3,600 2002-07-08	
JE,000	
	0
Keyword Purchase status Contract period Unit price per month Expec	ted number of ble impression

FIG. 8

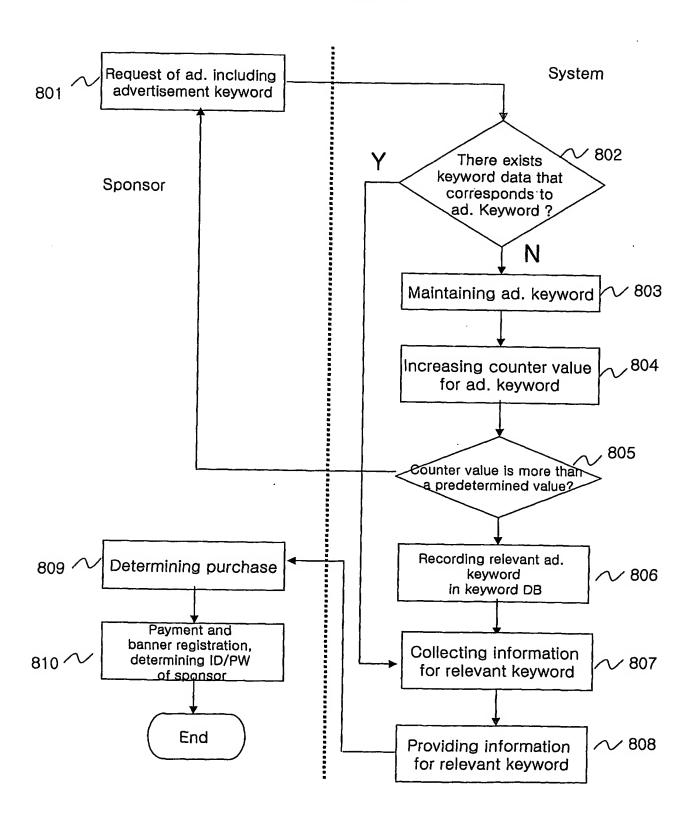
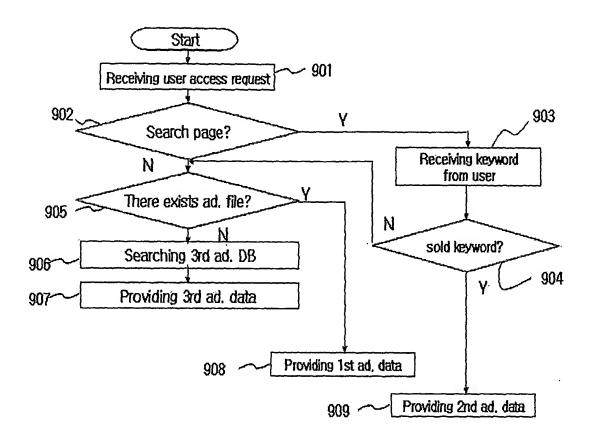
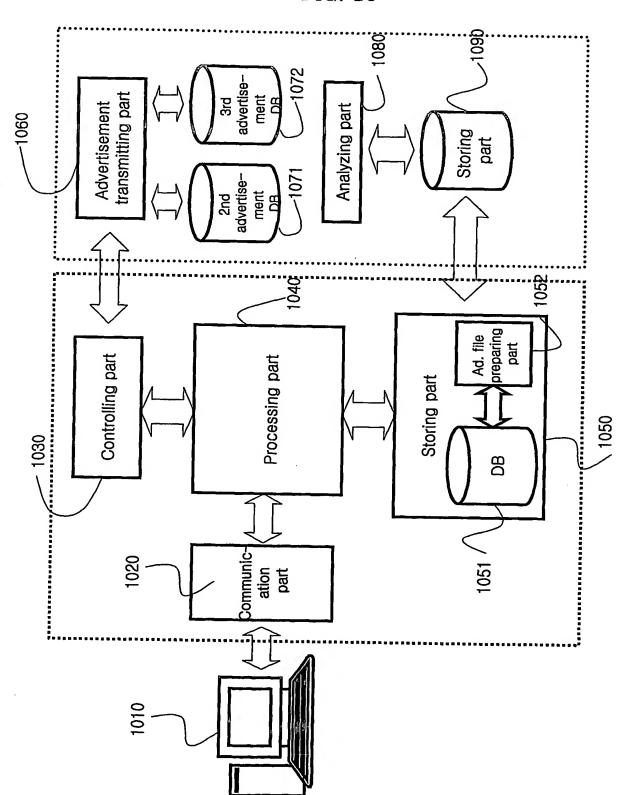


FIG. 9



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FIG. 10



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FIG. 11

